

BRAND



*Building a Distinct Brand
for Your Venture*



VENTURE DESIGN
TOOLKIT

IDEO



Helps you answer:

How will people describe your company? / How will they recognize you? / How does each interaction deepen your venture's relationship with people (customers and employees)?



A BRAND IS A RELATIONSHIP BUILT FROM ALL EXPERIENCES A CUSTOMER HAS WITH YOUR VENTURE.

A brand is intentionally built in order to create an **emotional connection** with **customers**. Acting intentionally starts with knowing who you are and who you are *not* to drive a **consistent** and **authentic** experience.



A BRAND RELATIONSHIP IS BUILT THROUGH:

Consistent experiences that
have a strong connection to the
people you are designing for.

*The way your venture looks,
feels, behaves throughout every
touchpoint*

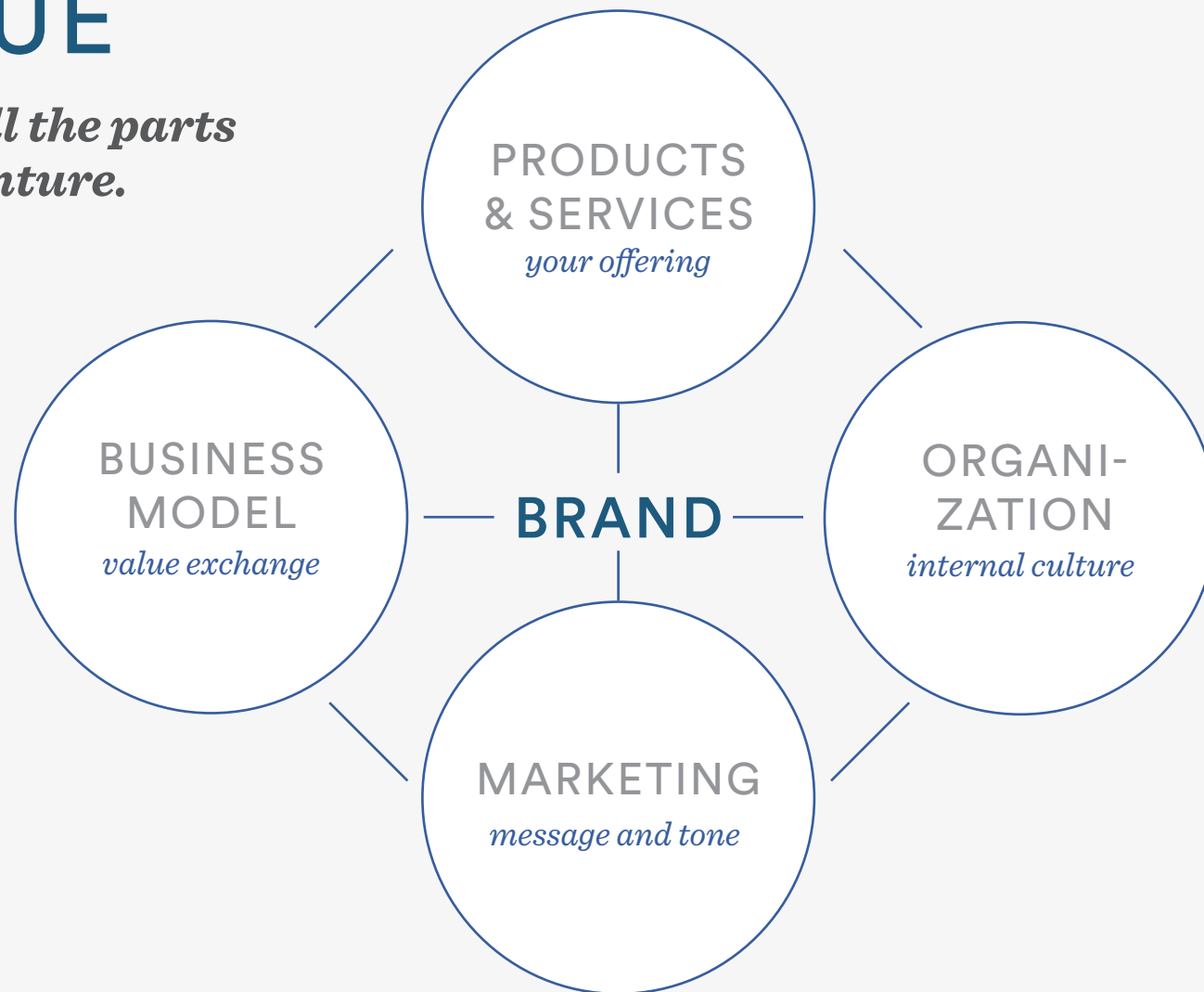
Authentic personality people
can identify with.

*Your tone and character, what you
are saying, if your values resonate
with others'*



BRAND IS THE CONNECTIVE TISSUE

*between all the parts
of your venture.*





Since brand is the connective tissue of your venture's elements, you

BUILD YOUR BRAND THROUGH:

PRODUCTS & SERVICES

Does our offer deliver on the brand promise?

-
- Promise
 - Features
 - Touchpoints
 - Experience

ORGANIZATION

Do the employees share the brand's values?

-
- Values & Purpose
 - Internal organization & culture

MARKETING

Do our communications (message, tone and channel) align with the brand?

-
- Tone & Voice
 - Logo & Identity
 - Advertising
 - Personality
 - Message

BUSINESS MODEL

Are we delivering the value our brand promises in the right way?

-
- Context
 - Distribution & Channels
 - Pricing

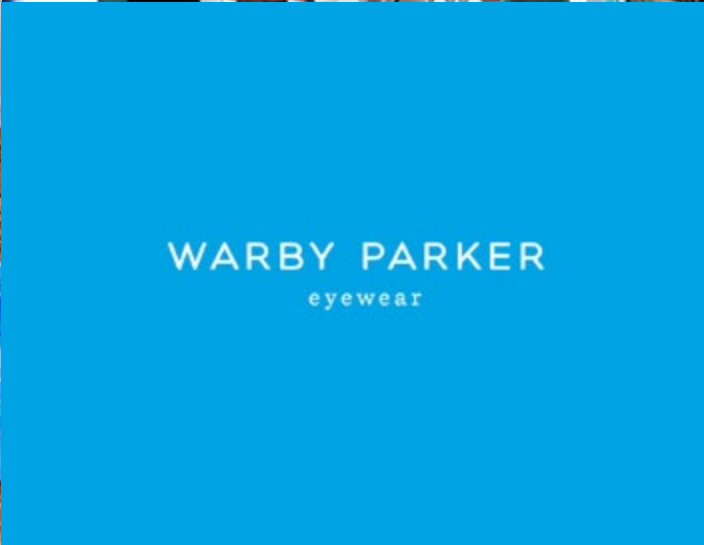
EXAMPLE: WARBY PARKER



WARBY PARKER'S BRAND IS ABOUT CLASSIC DESIGN SIMPLIFIED.

WARBY PARKER
eyewear





WARBY PARKER



PRODUCTS AND SERVICES

Does our offer deliver on the brand promise?



Classic New Designs



Store-Service
Experience

WARBY PARKER



ORGANIZATION

Do the employees share the brand's values?

Mission driven: by-one give-one, helps build internal organization, recruit and retain talent.



CULTURE

We have a couple of ground rules at Warby Parker.*

*Nothing crazy.



01

Treat customers the way we'd like to be treated.

They don't call it the golden rule for nothing. Shopping for glasses should be fun, easy, and not ridiculously expensive.



02

Create an environment where employees can think big, have fun, and do good.

Sometimes people say to us: "If you love your job so much, why don't you marry it?" (Answer: we would if we could.)



03

Get out there.

WARBY PARKER



MARKETING

Super-powerful PR and storytelling give people things to talk about.

Do our communications-message, tone and channel-align with the brand?





BUSINESS MODEL

Are we delivering the value our brand promises in the right way?



5 pairs for 5 days trial: Home trial program



Simple Affordable Price lowers barrier to purchase

With your help, we've distributed
over a million pairs of glasses to people in need

[Watch the video](#)



Buy-one, give-one program



Remember, your brand is a relationship. Your venture's promise, personality, stories, and associations—are brand experiences that allow people to respond, recognize and connect to your venture.



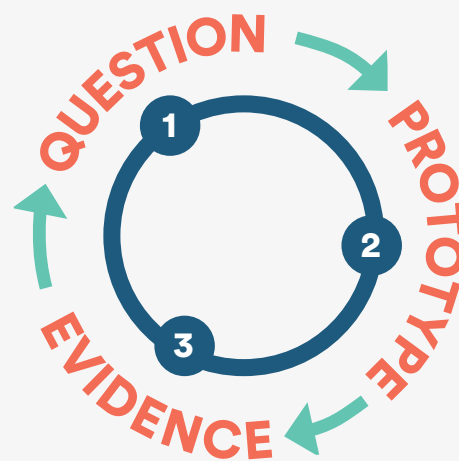
LET'S DO!

Now that you've learned more, take a shot at answering these questions:

How will people describe your company? / How will they recognize you? / How does each interaction deepen your venture's relationship with people (customers and employees)?

FOR QUESTIONS YOU STILL NEED TO ANSWER OR ASSUMPTIONS YOU NEED TO PROVE,

- What will you make / prototype?
- What evidence can you get?





WHAT'S NEXT?

DO

BRANDS THAT INSPIRE

How can you describe your venture brand though other brands?

THINK FAST - 3 THINGS

How can you describe your brand in 3 words?

PROTOTYPE STARTER

How could you prototype your brand's look and feel to see if they resonate with your user?

LEARN

CUSTOMER EXPERIENCE

CREATING VALUE AT EVERY TOUCHPOINT

How will your venture express the brand throughout all the touchpoints?

MARKETING & SELLING

GETTING YOUR FIRST CUSTOMERS

How will your brand help your venture acquire customers?

LEARN

YOUR PROMISE COMMUNICATING YOUR VENTURE'S VALUE

How you will express your value to people?

Other Resources

 TED TALK

START WITH WHY

BY SIMON SINEK

Powerful brands start with why - because "people don't buy what you do they buy why you do it."

 POST

8 EXAMPLES FROM WARBY PARKER

BY VISAKAN VEERASAMY

How Warby Parker Rose To Prominence Using Storytelling And Remarkable Experiences.